

**Amendments to the Drawings**

The replacement drawings correct deficiencies as noted in the Notice of Allowability dated October 16, 2007.

In FIGS. 1-8, written lead lines, element numbers and figure numbers are replaced with drawn lead lines, element numbers and figure numbers.

In FIG. 2A, written references "System administrator or advertising content provider," "Web page served Mgmt Console," and "residential user," are now marked with element numbers 112, 114, and 116, respectively.

Attachment: Replacement Sheets

### REMARKS

Claims 37-50 are allowed. No claims have been amended.

The drawings were objected to in the Noticeable of Allowability dated October 16, 2007.

Applicants hereby submit replacement drawings correcting the deficiencies. In light of the replacement drawings, Applicants also propose amending the Specification to correct the reference numbers as used in the Specification. No new matter is added by way of this Amendment.

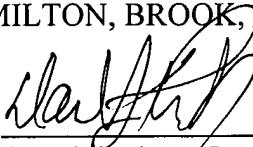
Applicants believe that the Amendment and replacement drawings overcomes all remaining objections to the application.

### CONCLUSION

Authorization is hereby granted to charge any additional fees which may be due in this matter to Deposit Account No. 08-0380. A copy of this letter is enclosed for accounting purposes.

Respectfully submitted,

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

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